

Message Text

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42

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TO ALL DIPLOMATIC AND CONSULAR POSTS

AMEMBASSY NOUAKCHOTT

XMT AMEMBASSY KAMPALA

UNCLAS STATE 222495

INFORM CONSULS

E.O. 11652: N/A

TAGS : BEXP, XX

SUBJECT : "ELECTRONIC DIALOGUES" AS COMMERCIAL PROGRAM
TOOL

1. ON OCTOBER 23 USIA ARRANGED FOR STATE AND COMMERCE AN "ELECTRONIC DIALOGUE" (ED), A TELEPHONIC DIALOGUE BETWEEN USG OFFICIALS IN WASHINGTON AND OFFICERS PARTICIPATING IN A COMMERCIAL OFFICER CONFERENCE AT BERCHTESGARDEN, GERMANY. THIS FIRST USE OF ED CONCEPT TO BACKSTOP A USG CONFERENCE PROVED MOST VALUABLE.

2. WASHINGTON PARTICIPANTS IN THE HOUR-LONG TELEPHONIC EXCHANGE WERE DANIEL SEARBY, DEPUTY ASSISTANT SECRETARY OF STATE (CBA) AND MARINUS VAN GESSEL, DEPUTY ASSISTANT SECRETARY OF COMMERCE (BIC). FOLLOWING OPENING REMARKS BY SEARBY AND VAN GESSEL, CONFERENCE PARTICIPANTS HAD OPPORTUNITY QUESTION THEM ON WIDE RANGE OF COMMERCIAL
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PROGRAM TOPICS. ALL PARTICIPANTS CONCLUDED THAT ED

CONTRIBUTED SIGNIFICANTLY TO CONFERENCE PROCEEDINGS.

3. GIVEN THIS FIRST SUCCESSFUL EXPERIMENT IN USING ED'S FOR OFFICIAL MEETINGS (ED'S PREVIOUSLY USED TO BRING TOGETHER SENIOR USG OFFICIALS AND HOST-COUNTRY GOVERNMENT OFFICIALS, ACADEMICS, JOURNALISTS, ETC), WE WOULD WELCOME POST VIEWS ON HOW ED'S MIGHT BE USED TO ENHANCE REGIONAL/ LOCAL SEMINARS, CONFERENCES, AND OTHER MEETINGS IN

COMMERCIAL FIELD. WE ARE ALSO CONSIDERING PREPARATION OF VIDEO TAPED DISCUSSIONS BETWEEN WASHINGTON PARTICIPANTS WHICH CAN BE VIEWED BY FIELD OFFICERS PRIOR TO AN ED, SAVING TIME FOR MORE QUESTIONS AND ANSWERS.

4. ED'S ARE STILL ANOTHER WAY IN WHICH USIA SUPPORTS STATE/COMMERCE EFFORTS IN EXPORT PROMOTION. WHILE THEY ARE VALUABLE SUBSTITUTES FOR THE UNAVAILABILITY OF SENIOR GOVERNMENT SPEAKERS, ED'S ARE ALSO EXPENSIVE IN TERMS OF TIME AND MONEY AND SHOULD BE USED ACCORDINGLY. REQUEST'S FOR ED'S SHOULD BE COORDINATED WITH USIS PERSONNEL AT POST BEFORE APPROACHING WASHINGTON. RUSH

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